

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 09/843,589
Inventors: BRUCKNER, John *et al.*
Filed: April 25, 2001
Title: **SYSTEM AND METHOD FOR
MANAGING INTERACTIVE
PROGRAMMING AND
ADVERTISEMENTS IN
INTERACTIVE BROADCAST
SYSTEMS**

Art Unit: 2623
Examiner: YIMAM, Harun M.
Confirmation No.: 8739
Docket No.: 113748-5764US

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action of July 26, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2.

Remarks/Arguments begin on page 17.